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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 09/960,162	Applicant(s) WHISNANT ET AL.	
	Examiner Peter K. Huntsinger	Art Unit 2625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 04 October 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-15, 18-47 and 49-90 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-15, 18-47 and 49-90 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 20 September 2001 is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Arguments

1. Applicant's arguments filed 10/4/07 have been fully considered but they are not persuasive.

The applicant argues on page 19 of the remarks in essence that:

Shiimori '461 in view of Cocotis '964 does not teach transmitting an image directly to a fulfillment center processing unit.

- a. Cocotis '964 teaches transmitting an image directly to a fulfillment center processing unit (col. 7, lines 45-58). The photo service provider 404 receives digital images directly from interactive shop 402, see "image transfer" in Fig. 4.

Drawings

4. The drawings are objected to as failing to comply with 37 CFR 1.84(p)(5) because they include the following reference character(s) not mentioned in the description: See Fig. 7, which mentions Step 290 of process 200 in Fig. 2, which is not present in Fig. 2. Corrected drawing sheets in compliance with 37 CFR 1.121(d), or amendment to the specification to add the reference character(s) in the description in compliance with 37 CFR 1.121(b) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either "Replacement Sheet" or "New

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Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

Claim Objections

2. Claim 1 is objected to because of the following informalities: In line 21, replace "a list of options" with "the list of options".
3. Claim 13 is objected to because of the following informalities: Lines 4 and 5 should be changed to "Maintain a count of a number of orders that said ~~one of said~~ at least one fulfillment ~~centers~~ center receives
4. Claim 44 is objected to because of the following informalities: In line 12, a comma should appear after the phrase "Receiving an order from said photographer processing unit." Appropriate correction is required.

Claim Rejections - 35 USC § 112

5. The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

6. Claims 87-90 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed,

had possession of the claimed invention. Claim 87 includes the limitation "receive a request from a photographer processing unit for a list of said fulfillment centers", which is not described in the original disclosure. Claim 89 includes the similar limitation "receiving at said first processing unit a request from a photographer processing unit for a list of fulfillment centers and providing said list of fulfillment centers to said photographer processing unit", which is not described in the original disclosure.

7. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

8. Claims 2, 3, 19, 38, 45, 46, 62, and 81 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Claims 2, 3, 19, 38, 45, 46, 62, and 81 include the limitation: transmitting said image from said first processing unit to said fulfillment center (or equivalent). Based on the applicant's specification, the image is received either directly from the photographer processing unit or the gateway processing unit (page 12, lines 19-21). Because claims 1 and 44 were amended to include directly transmitting the image from the photographer processing unit, the image cannot also be transmitted from the first processing unit.

In addition, claim 19 is also includes the antecedent "said processing unit" in line 3. It is unclear whether the processing unit refers to the photographer processing unit or the first processing unit.

Claim Rejections - 35 USC § 103

9. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

10. Claims 1-3, 5, 7, 18-20, 22, 24-30, 40-46, 50, 59-63, 65, 67-73, 83-86, 89, and 90 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shiimori '461 in view of Cocotis '964.

Referring to claim 1, Shiimori '461 discloses a system for transferring a digital image to a fulfillment center (store server 30 of Fig. 1, col. 9, lines 1-5) to generate a photographic product from said digital image comprising:

a computer readable medium embodying instructions for directing a first processing unit (order-taking server 25 of Fig. 1, col. 9, lines 1-5) to:

Maintain a list of at least one fulfillment centers available to generate a photograph from said digital image (Fig. 4, col. 10, lines 7-16),

Receive a request from a photographer processing unit (client computer 1 of Fig. 1, col. 9, lines 1-5) for a list of options to generate said photographic product from said digital image (Fig. 18, col. 12, lines 14-24),

Transmit to said photographer processing unit said list of options for generating said photographic product (Fig. 18, col. 12, lines 14-24) and a photographer list of at least one fulfillment center that can fulfill said options (Fig. 19, col. 11, lines 35-49),

Receive an order from said photographer processing unit (col. 14, lines 5-10), said order specifying at least one fulfillment center to fulfill the order (col. 14, lines 30-34), and

Transmit said order to a fulfillment center processing unit of said one of said at least one fulfillment centers (col. 14, lines 5-10); and

a second computer readable medium embodying instructions for directing a photographer processing unit (client computer 1 of Fig. 1, col. 9, lines 1-5) to:

establish a connection between said photographer processing unit and said first processing unit;

receive said photographer list of said fulfillment centers from said first processing unit in said photographer processing unit (Fig. 19, col. 11, lines 35-49);

display said photographer list of said fulfillment centers (Fig. 19, col. 11, lines 35-49) and a list of options for at least one of said fulfillment centers (Fig. 32, col. 18, lines 48-51);

after said list of options is displayed, receive an input specifying at least one fulfillment center to fulfill said order (col. 13, lines 38-57, ordering information including the store that accepts the order is confirmed and transmitted); and

transmit said order to said first processing unit (col. 13, lines 38-57).

Shiimori '461 does not disclose expressly transmitting routing information to said photographer processing unit to transmit images directly to the fulfillment center.

Cocotis '964 discloses Transmitting routing information to said photographer processing unit wherein said routing information is for transmitting said digital image to

a one of said at least one fulfillment centers to process said order (col. 7, lines 45-56, photo service provider 404 generates a request for the digital image(s) that is directed toward interactive photo shop 402); and

transmitting said image directly to said fulfillment center processing unit using said routing information (col. 7, lines 45-58, photo service provider 404 receives digital images from interactive ship 402, see "image transfer" in Fig. 4).

It is inherent that the request sent by photo service provider 404 of Cocotis '964 includes routing information otherwise the photo shop 402 would not know where to send the images for the order.

At the time of the invention, it would have obvious to a person of ordinary skill in the art to transmit images directly from a photo orderer to photo provider. The motivation for doing so would have been to reduce traffic flowing through the order-taking server. Therefore, it would have been obvious to combine Cocotis '964 with Shiimori '461 to obtain the invention as specified in claim 1.

Referring to claims 2 and 45, Cocotis '964 disclose wherein said instructions further comprise: Instructions for directing said first processing unit to: Receive said digital image from said photographer processing unit (col. 14, lines 5-10).

Referring to claims 3 and 46, Cocotis '964 disclose wherein said instructions to process said order further comprise: Instructions for directing said first processing unit to: Transmit said digital image to said fulfillment center processing unit (col. 14, lines 5-10).

Referring to claim 5, Shiimori '461 discloses wherein said instructions for directing a first processing unit further comprise: Instructions for directing said first processing unit to: Determine said one of said at least one fulfillment centers to process said order from parameters received in said order responsive to receiving said order (col. 14, lines 5-10)

Referring to claims 7 and 50, Shiimori '461 discloses charging for printing photographs, but does not disclose expressly debiting a photographer account. Cocotis '964 disclose wherein said instructions further comprise: Instructions for directing said first processing unit to: debit a photographer account responsive to receiving said order (col. 7-8, lines 63-67, 1-6). Shiimori '461 and Cocotis are combinable because they are from the same field of photograph ordering systems. At the time of the invention, it would have obvious to a person of ordinary skill in the art to debit a photographer account after receiving an order. The motivation for doing so would have been to extend a line of credit to the customer. Therefore, it would have been obvious to combine Cocotis '964 with Shiimori '461 to obtain the invention as specified in claims 7 and 50.

Referring to claims 18 and 61, Cocotis '964 disclose wherein said instructions for directing said photographer processing unit further comprise: Instructions for directing said photographer processing unit to: Receive said routing information from said first processing unit (col. 4, lines 55-67). It is inherent that the system of Cocotis '964 transmits routing information to the photographer processing unit for transmitting

images. A website maintained by the photo shop sent to the patron includes a URL which would be routing information.

Referring to claims 19 and 62, Cocotis '964 disclose wherein said instructions for directing said photographer processing unit to: instructions for directing said processing unit to: transmit said digital image to said first processing unit responsive receiving said receiving said routing information (col. 7, lines 26-28).

Referring to claims 20 and 63, Cocotis '964 disclose wherein said instructions for directing said photographer processing unit further comprises: Instructions for directing said photographer unit to: Transmit said digital image to said one of said at least one fulfillment center using said routing information responsive to receiving said routing information (col. 7, lines 26-28).

Referring to claims 22 and 65, Shiimori '461 discloses wherein said instructions for directing said photographer processing unit to: Instructions for directing said photographer unit to: Transmit an account identification to said first processing unit responsive to transmitting said order (col. 14, lines 5-10).

Referring to claims 24 and 67, Shiimori '461 discloses wherein said request includes parameters for selecting said one of said at least one fulfillment centers to process said order (Fig. 18, col. 12, lines 14-24).

Referring to claims 25 and 68, Shiimori '461 discloses disclose wherein said parameters include a location of a fulfillment center (col. 3, lines 53-58).

Referring to claims 26 and 69, Cocotis '964 disclose wherein said parameters include sizes for said photographic product (Fig. 18, col. 12, lines 14-24).

Referring to claims 27 and 70, Shiimori '461 discloses wherein said parameters include graphics available for said photographic product (Fig. 18, col. 12, lines 14-24).

Referring to claims 28 and 71, Shiimori '461 discloses wherein said request includes parameters for selecting a fulfillment center, but does not disclose expressly wherein said parameters include price range.

Cocotis '964 discloses wherein said parameters include a range of prices for said photographic product (col. 10, lines 29-33).

At the time of the invention, it would have obvious to request fulfillment centers based on price range. The motivation for doing so would have been to provide the user a list of fulfillment centers that are within the desired price range. Therefore, it would have been obvious to combine Cocotis '964 with Shiimori '461 to obtain the invention as specified in claims 28 and 71.

Referring to claims 29 and 72, Shiimori '461 discloses Instructions for directing a fulfillment center processing unit to: Receive said order from said first processing unit, Receive said digital image (col. 14, lines 5-10), and Process said order to generate said photographic product (col. 14, lines 11-18); and A media readable by said fulfillment center processing unit that stores said instructions.

Referring to claims 30 and 73, Shiimori '461 discloses wherein said instructions for directing said fulfillment center processing unit further comprising: Instructions for directing said processing unit to: Store said digital image to a memory (col. 23, lines 14-19).

Referring to claims 40 and 83, Shiimori '461 discloses wherein said list of options includes photographic product sizes (col. 18, lines 39-43).

Referring to claims 41 and 84, Shiimori '461 discloses a list of options but does not disclose expressly wherein said options include types of paper.

Cocotis '964 disclose wherein said list of options includes types of paper available for said photographic product (col. 7, lines 29-32).

At the time of the invention, it would have obvious to include a paper type option. The motivation for doing so would have been to allow the customer to select the desired paper type for their photographs. Therefore, it would have been obvious to combine Cocotis '964 with Shiimori '461 to obtain the invention as specified in claims 41 and 84.

Referring to claims 42 and 85, Shiimori '461 discloses wherein said list of options includes graphics available to said digital image to generate said photographic product (col. 13, lines 16-21).

Referring to claims 43 and 86, Shiimori '461 discloses wherein said list of options includes fulfillment centers that provide particular options (col. 11, lines 35-49).

Referring to claim 44, Shiimori '461 discloses a method for generating a photographic product from a digital image, said method comprising: (store server 30 of Fig. 1, col. 9, lines 1-5) Maintaining a list of fulfillment centers available to generate a photograph from said digital image (Fig. 4, col. 10, lines 7-16) by a first processing unit (order-taking server 25 of Fig. 1, col. 9, lines 1-5); Receiving a request from a photographer processing unit (client computer 1 of Fig. 1, col. 9, lines 1-5) for a list of options to generate said photographic product from said digital image in said first

processing unit (Fig. 18, col. 12, lines 14-24); Transmitting said list of options for generating said photographic product (Fig. 32, col. 18, lines 48-51) and a list of at least one fulfillment center that can fulfill said options from said first processing unit to said photographer processing unit (Fig. 19, col. 11, lines 35-49); Utilizing said photographer processing unit, selecting a fulfillment center using said list of options and said list of at least one fulfillment center (A73 of Fig. 15, col. 13, lines 38-57, list of options allows user to navigate backwards and select a different store); Receiving an order from said photographer processing unit (col. 14, lines 5-10), said order specifying at least one fulfillment center to fulfill the order (col. 14, lines 30-34); and Transmitting said order to a fulfillment center processing unit of said one of said at least one fulfillment centers (col. 14, lines 5-10).

Shiimori '461 does not disclose expressly transmitting routing information to said photographer processing unit to transmit images directly to the fulfillment center.

Cocotis '964 discloses Transmitting routing information to said photographer processing unit wherein said routing information is for transmitting said digital image to a one of said at least one fulfillment centers to process said order (col. 7, lines 45-56, photo service provider 404 generates a request for the digital image(s) that is directed toward interactive photo shop 402); and

transmitting said image directly to said fulfillment center processing unit using said routing information (col. 7, lines 45-58, photo service provider 404 receives digital images from interactive ship 402, see "image transfer" in Fig. 4).

It is inherent that the request sent by photo service provider 404 of Cocotis '964 includes routing information otherwise the photo shop 402 would not know where to send the images for the order.

At the time of the invention, it would have obvious to a person of ordinary skill in the art to transmit images directly from a photo orderer to photo provider. The motivation for doing so would have been to reduce traffic flowing through the order-taking server. Therefore, it would have been obvious to combine Cocotis '964 with Shiimori '461 to obtain the invention as specified in claim 44.

Referring to claim 59, Shiimori '461 discloses wherein said utilizing comprises:

Establishing a connection between said photographer processing unit and said first processing unit;

Receiving said photographer list of said fulfillment centers from said first processing unit in said photographer processing unit (Fig. 19, col. 11, lines 35-49);

Displaying said photographer list of said fulfillment centers by said photographer processing unit (Fig. 19, col. 11, lines 35-49);

Transmitting said request from said photographer processing unit to said first processing unit (Fig. 18, col. 12, lines 14-24);

Receiving said list of options from said first processing unit product (Fig. 32, col. 18, lines 48-51);

Displaying said list of options by said photographer processing unit product (Fig. 32, col. 18, lines 48-51); and

Receiving in said photographer processing unit an input specifying at least one fulfillment center to fulfill an order (col. 11, lines 35-49).

Referring to claim 60, Shiimori '461 discloses wherein said instructions for directing said photographer processing unit further comprise: Instructions for directing said photographer processing unit to: Receive an input of said order, and Transmit said order to said first processing unit (col. 14, lines 5-10).

Referring to claim 89, Shiimori '461 discloses a method for generating a photographic product from a digital image, said method comprising:

Maintaining in a first processing unit (order-taking server 25 of Fig. 1, col. 9, lines 1-5) a list of fulfillment centers available to generate a photograph from said digital image (Fig. 4, col. 10, lines 7-16);

Receiving at a first processing unit a request from a photographer processing unit (client computer 1 of Fig. 1, col. 9, lines 1-5) for a list of fulfillment centers and providing said list of fulfillment centers to said photographer processing unit (Fig. 18, col. 12, lines 14-24);

Utilizing said photographer processing unit, receiving said list of fulfillment centers, displaying a list of options for generating said photographic product at one or more of said fulfillment centers (A73 of Fig. 15, col. 13, lines 38-57, list of options allows user to navigate backwards and select a different store), transmitting said digital image from said photographer processing unit to the fulfillment center processing unit of said selected fulfillment center, and transmitting said order to said first processing unit;

Receiving at said first processing unit an order from said photographer processing unit (col. 14, lines 5-10), said order specifying at least one fulfillment center to fulfill the order (col. 14, lines 30-34); and

Transmitting said order to a fulfillment center processing unit of said one of said at least one fulfillment centers (col. 14, lines 5-10).

Shiimori '461 does not disclose expressly transmitting images directly to the fulfillment center from said photographer processing unit.

Cocotis '964 discloses transmitting said image directly to said fulfillment center processing unit (col. 7, lines 45-58, photo service provider 404 receives digital images from interactive ship 402, see "image transfer" in Fig. 4).

At the time of the invention, it would have obvious to a person of ordinary skill in the art to transmit images directly from a photo orderer to photo provider. The motivation for doing so would have been to reduce traffic flowing through the order-taking server. Therefore, it would have been obvious to combine Cocotis '964 with Shiimori '461 to obtain the invention as specified in claim 44.

Referring to claim 90, see the rejection of claim 15 above.

9. Claims 4, 6, 8-14, 31-34, 47, 49, 51-57, and 74-77 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shiimori '461 and Cocotis '964 as applied to claims 1, 7, 29, 30, 44, 50, 72, and 73 above, and further in view of well known prior art.

Referring to claims 4 and 47, Shiimori '461 discloses said digital image being transmitted to said fulfillment center processing unit, but do not disclose expressly

receiving a confirmation after transmission. Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to receive a confirmation after a transmission (See MPEP 2144.03). The motivation for doing so would have been to notify the photo shop that the images have been sent correctly.

Referring to claims 6 and 49, Shiimori '461 discloses sending an order, but do not disclose expressly receiving a confirmation after the order is processed. Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to receive a confirmation after an order is processed (See MPEP 2144.03). The motivation for doing so would have been to notify the photo shop that the images have been processed correctly.

Referring to claims 8 and 51, Cocotis '964 disclose debiting a photographer account, but do not disclose expressly receiving funds and transferring then to an account. Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to deposit funds into an account (See MPEP 2144.03). The motivation for doing so would have been to establish a line of credit for the photographer.

Referring to claims 9 and 52, Cocotis '964 disclose wherein said funds are transferred electronically (col. 7, lines 33-35).

Referring to claims 10 and 53, Cocotis '964 disclose transmitting said order but do not disclose expressly transmitting responsive to receiving funds. Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to receive

funds before providing a service (See MPEP 2144.03). The motivation for doing so would have been to verify the patron has the money for the service.

Referring to claims 11 and 54, Cocotis '964 disclose debiting a photographer account, but do not disclose expressly receiving funds and transferring then to an account. Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to deposit funds into an account (See MPEP 2144.03). The motivation for doing so would have been to establish a line of credit for the photographer.

Referring to claims 12 and 55, Cocotis '964 disclose debiting a photographer account, but do not disclose expressly periodically debiting an account. Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to periodically debit an account (See MPEP 2144.03). The motivation for doing so would have been to charge a monthly fee for using a service.

Referring to claims 13 and 56, Cocotis '964 disclose wherein said instructions for directing said first processing unit further comprises: Instructions for directing said first processing unit to: Maintain a count of a number of orders that said one of said at least one fulfillment centers receives (col. 8, lines 14-23).

Referring to claims 14 and 57, Cocotis '964 disclose maintaining a count of a number of orders that said one of said at least one fulfillment centers receives, but do not disclose expressly debiting a charge after the count reaches a predetermined number. Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to charge after a count has reached a predetermined number (See MPEP

2144.03). The motivation for doing so would have been to avoid having to charge a customer for each transaction.

Referring to claims 31 and 74, Shiimori '461 discloses storing said digital image at the fulfillment center, but do not disclose expressly deleting the image after the processing the order. Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to delete an image after an order has been completed (See MPEP 2144.03). The motivation for doing so would have been to obtain memory space by deleting unneeded information.

Referring to claims 32 and 75, Shiimori '461 discloses storing said digital image at the fulfillment center, but do not disclose expressly deleting the image after the a period of time. Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to delete a data after a period of time has passed (See MPEP 2144.03). The motivation for doing so would have been to clear a system's RAM at defined intervals.

Referring to claims 33 and 76, Shiimori '461 discloses ordering digital images, but do not disclose expressly transmitting a status periodically. Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to periodically transmit order status (See MPEP 2144.03). The motivation for doing so would have been to notify the photo shop whether the order is completed or not.

Referring to claims 34 and 77, Shiimori '461 discloses a plurality of fulfillment centers, but do not disclose expressly transmitting an availability of the fulfillment centers. Official Notice is taken that it is well known and obvious to a person of ordinary

skill in the art to transmit an availability of a service (See MPEP 2144.03). The motivation for doing so would have been to notify the photo shop whether a particular service is available or not.

10. Claims 15, 21, 58, 64, 87, and 88 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shiimori '461 and Cocotis '964 as applied to claims 1, 20, 44, and 63 above, and further in view of Arledge '294.

Referring to claims 15 and 58 Shiimori '461 discloses a list of fulfillment centers but do not disclose expressly a web page listing said fulfillment centers.

Arledge 294 discloses maintaining a web page listing said fulfillment centers with hyper-linked text pointing to web pages listing said options for said fulfillment centers (Fig. 7, col. 14, lines 16-31).

At the time of the invention, it would have obvious to a person of ordinary skill in the art to maintain a web page of fulfillment centers with links to their products. The motivation for doing so would have been to provide an interface for a customer to choose a fulfillment center and view the products. Therefore, it would have been obvious to combine Arledge 294 with Shiimori '461 and Cocotis '964 to obtain the invention as specified in claims 15 and 58.

Referring to claims 21 and 64, Shiimori '461 discloses transmitting said digital image to said first processing unit, but does not disclose expressly a transmitting a confirmation. Official Notice is taken that it is well known and obvious to a person of ordinary skill in the art to transmit a confirmation after a transmission (See MPEP

2144.03). The motivation for doing so would have been to determine if the images have been sent correctly.

Referring to claim 87, Shiimori '461 discloses a system for transferring a digital image to a fulfillment center (store server 30 of Fig. 1, col. 9, lines 1-5) to generate a photographic product from said digital image comprising:

a computer readable medium embodying instructions for directing a first processing unit (order-taking server 25 of Fig. 1, col. 9, lines 1-5) to:

Maintain a list of at least one fulfillment centers available to generate a photograph from said digital image (Fig. 4, col. 10, lines 7-16);

Receive a request from a photographer processing unit (client computer 1 of Fig. 1, col. 9, lines 1-5) for a list of fulfillment centers (Fig. 19, col. 11, lines 35-49);

Transmit to said photographer processing unit said list of a plurality of fulfillment centers (Fig. 19, col. 11, lines 35-49);

Receive from said photographer processing unit a request for a list of options available from at least one of said fulfillment centers, said list of options comprising a plurality of options to generate said photographic product from said digital image

Receive an order from said photographer processing unit (col. 14, lines 5-10), said order specifying at least one fulfillment center to fulfill the order (col. 14, lines 30-34), and

Transmit said order to a fulfillment center processing unit of said one of said at least one fulfillment centers (col. 14, lines 5-10); and

a second computer readable medium embodying instructions for directing a photographer processing unit (client computer 1 of Fig. 1, col. 9, lines 1-5) to:

Establish a connection with said first processing unit;

Receive a list of fulfillment centers from said first processing unit (Fig. 19, col. 11, lines 35-49);

Display said list of said fulfillment centers (Fig. 19, col. 11, lines 35-49);

Send a request for a list of options available from at least one of said fulfillment centers, said list of options comprising a plurality of options to generate said photographic product from said digital image (Fig. 32, col. 18, lines 48-51);

Display said list of options (Fig. 32, col. 18, lines 48-51);

After said list of options is displayed, receive an input specifying at least one fulfillment center to fulfill said order (col. 13, lines 38-57, ordering information including the store that accepts the order is confirmed and transmitted);

transmit said order to said first processing unit (col. 13, lines 38-57); and

transmit said digital image to said fulfillment center processing unit.

Shimori '461 does not disclose expressly transmitting routing information to said photographer processing unit to transmit images directly to the fulfillment center.

Cocotis '964 discloses Transmitting routing information to said photographer processing unit wherein said routing information is for transmitting said digital image to a fulfillment center to process said order, wherein said fulfillment center processing unit is a different processing unit than said first processing unit (col. 7, lines 45-56, photo

service provider 404 generates a request for the digital image(s) that is directed toward interactive photo shop 402); and

transmitting said image directly to said fulfillment center processing unit (col. 7, lines 45-58, photo service provider 404 receives digital images from interactive ship 402, see "image transfer" in Fig. 4).

It is inherent that the request sent by photo service provider 404 of Cocotis '964 includes routing information otherwise the photo shop 402 would not know where to send the images for the order.

At the time of the invention, it would have obvious to a person of ordinary skill in the art to transmit images directly from a photo orderer to photo provider. The motivation for doing so would have been to reduce traffic flowing through the order-taking server.

Shiimori '461 discloses a list of options but does not disclose expressly a web page listing said options.

Arledge 294 discloses connecting a photographer processing unit to a web page showing said list of options (Fig. 7, col. 14, lines 16-31).

At the time of the invention, it would have obvious to a person of ordinary skill in the art to maintain a web page of fulfillment centers with links to their products. The motivation for doing so would have been to provide an interface for a customer to choose a fulfillment center and view the products. Therefore, it would have been obvious to combine Cocotis '964 and Arledge 294 with Shiimori '461 to obtain the invention as specified in claim 87.

Referring to claim 88, see the rejection of claim 15 above.

11. Claims 23, 35-39, 66, and 78-82 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shiimori '461 and Cocotis '964 as applied to claims 29, 60, and 72 above, and further in view of Garfinkle '157.

Referring to claims 23 and 66, Shiimori '461 discloses ordering digital images, but do not disclose expressly a graphic instruction set.

Garfinkle '157 discloses wherein said order includes a graphic instruction set for said photograph (col. 5, lines 20-29).

At the time of the invention, it would have been obvious to a person of ordinary skill in the art to allow a graphic instruction set for a photograph. The motivation for doing so would have been to allow customization of a photograph to the particular desires of a customer. Therefore, it would have been obvious to combine Garfinkle '157 with Shiimori '461 and Cocotis '964 to obtain the invention as specified in claims 23 and 66.

Referring to claims 35 and 78, Shiimori '461 discloses generating a digital image with a fulfillment center, but do not disclose expressly generating a proof from a digital image and a graphic set.

Garfinkle '157 discloses generating a proof from said digital image and a graphic instruction set (col. 8, lines 13-19).

At the time of the invention, it would have been obvious to a person of ordinary skill in the art generate a proof from a digital image and graphic instruction set. The

motivation for doing so would have been to evaluate the images for errors before printing the order. Therefore, it would have been obvious to combine Garfinkle '157 with Shiimori '461 and Cocotis '964 to obtain the invention as specified in claims 35 and 78.

Referring to claims 36 and 79, Garfinkle '157 discloses instructions for directing said fulfillment center processing unit further comprises: Instructions for directing said fulfillment center processing unit to: Read said graphic instruction set from said order (col. 5, lines 20-29).

Referring to claims 37 and 80, Garfinkle '157 discloses instructions for directing said fulfillment center processing unit further comprises: Instructions for directing said fulfillment center processing unit to: Receive said graphic instruction set from a photographer processing unit (col. 5, lines 20-29).

Referring to claims 38 and 81, Shiimori '461 discloses wherein said instructions for directing said fulfillment processing unit further comprising: Instructions for directing said fulfillment center processing unit to: Receive said digital image from said first processing unit (col. 14, lines 5-10).

Referring to claims 39 and 82, Cocotis '964 disclose wherein said instruction for directing said fulfillment center processing unit further comprise: Instructions for directing said fulfillment center processing unit to: Receive said digital image from a photographer processing unit (col. 7, lines 26-28).

Conclusion

4. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Peter K. Huntsinger whose telephone number is (571)272-7435. The examiner can normally be reached on Monday - Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Moe Aung can be reached on (571)272-7314. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2625

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PKH

A handwritten signature in black ink, appearing to be 'PKH' followed by a stylized flourish.A handwritten signature in black ink, appearing to be 'David Moore'.

DAVID MOORE
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER